

Southeast Growth Area Advisory Committee Agenda

Richard Simonian, Chair

Bradley Hirasuna

Cindy Sparks

Doug Harrison

Elisabeth Berg

Jenny Amaro

Mike Briggs, Co-Chair

John Bonadelle

John Hernandez

Kathy Bray

Kevin Castanos

Kimberly Collier

Leland Parnagian

Tim Brooks

*** Walt Byrd**

***Richard Sepulveda**

***David Fey**

***Ralph Kachadourian**

Thursday, September 27, 2007 at 4:00pm

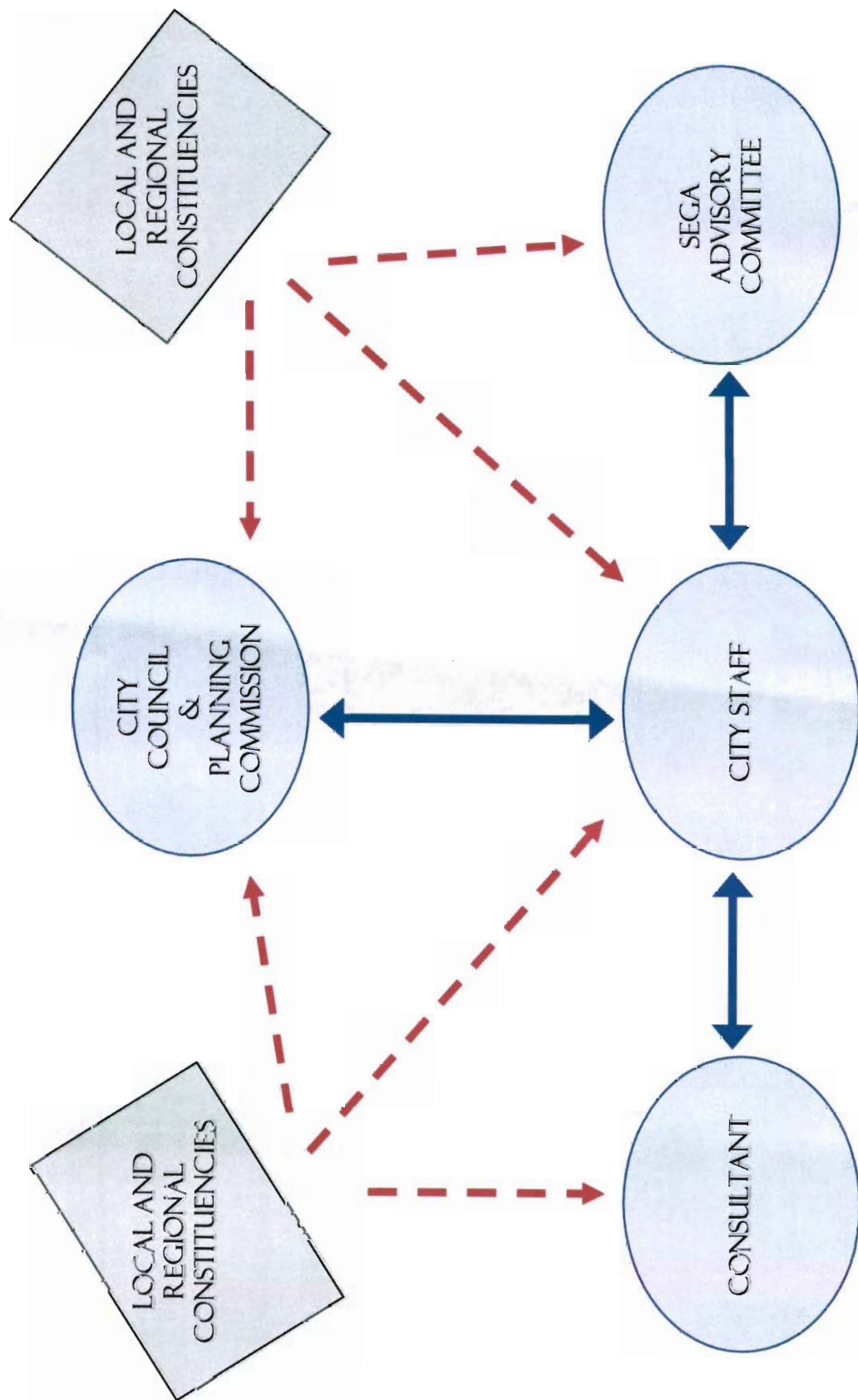
Sunnyside High School, Career Center

1019 S. Peach Ave. Fresno, Ca 93727

1. 4:00-5:00pm
 - a. A conversation with Joe Distefano and Mark Shorett, Calthorpe Associates
 - b. Members Reports and Comments
 - c. Other Items
 - d. Public Comment
2. 5:00-5:45
 - a. Pre meeting to the Community Presentation with Peter Calthorpe
3. 6:00pm

Adjourn to Community Meeting in the Cafeteria.

SOUTHEAST GROWTH AREA FLOW CHART



Request and Responses to the Southeast Growth Area Advisory Committee

No.	Request	Response
1	Request for staff to create a master timeline to incorporate Calthorpe and staff milestones.	See attached document
2	Enlarge and reprint timeline to include legend.	See attached, hard copy will be provided on 9/27.
3	Request by committee to preview Calthorpe's PowerPoint by Friday, September 21 st .	<p>Materials and documents pertaining to SEGA must be introduced and available to the public prior to being discussed individually with the Advisory Committee. Premature release of documents not ready for public disclosure may potentially cause discrepancies in the information.</p> <p>Therefore, the PowerPoint will not be available for review prior the meeting on 9/27 at 6pm.</p> <p>Staff will provide all the appropriate information/documents to the public and the committee with ample lead for the committee's review and consider prior to a committee meeting.</p>
4	Staff to develop FAQ's prior to September 27 th meeting.	Draft of FAQ's attached
5	Electronic copy of the flyer will be sent out to all members to be distributed.	Electronic Flyer sent to Advisory Committee on 9/18.
6	Staff to provide a master mailing/distribution list.	Email with flyer resent with master mailing list on 9/26/07 to advisory committee.
7	<p>Education Sub committee- Kathy Bray, Richard Simonian and Elisabeth Berg.</p> <p>□ Sub-committee to meet and send suggested learning topics to Keith Bergthold to scheduled and be presented to the Committee.</p>	Education topic submitted by committee to K.Bergthold. A projected meeting and workshop calendar is attached for the committee's review.
8	<p>Outreach Committee – Cindy Sparks, John Hernandez and Kathy Bray</p> <p>Develop a short PowerPoint presentation that can utilized as an outreach tool for committee members to engage different community sectors such the residents in the plan area, voters, influencers of voters, rotary clubs and ect..</p>	Keith and Trai to meet with Sub-Committee, tentatively set for 10/2 at 4:30pm.
9	<p>Meeting with Calthorpe Team-2 hrs to discuss the timelines & tasks.</p> <p>Request to provide the committee with a copy of all meetings scheduled with the Calthorpe Team and outside agencies and/or private development interest.</p>	Meeting set for 9/27 at 4pm at the Sunnyside High School Career Center.

Request and Responses to the Southeast Growth Area Advisory Committee

	<ul style="list-style-type: none"><input type="checkbox"/> Annexation process/LAFCo policies here versus other areas<input type="checkbox"/> Calthorpe's "District" names and identities. . . Re-name "SEGA"	

FRESNO SOUTHEAST GROWTH AREA SPECIFIC PLAN WORK PLAN UPDATE – SEPTEMBER 26, 2007

This document presents Calthorpe Associates' updated work plan to develop a specific plan for the Southeast Growth Area (SEGA) in Fresno, CA. **(Annotated by City of Fresno Planning and Development Department with Key City Staff and SEGA Advisory review/recommendation points and City Planning Commission and City Council review and approval points)** As the prime contractor in this effort, Calthorpe Associates is leading the master planning, urban design, and design guidelines elements of the project, and manages the larger consulting team, including transportation, economic development, civil engineering, and environmental consultants.

This work plan includes the work of Calthorpe Associates and Economic and Planning Systems—the economic development and market analysis consultant on the SEGA project. It also includes ongoing and detailed coordination with consultants for transportation planning and analysis, and the Environmental Impact Review (EIR) consulting team (EIR and transportation planning consultants are under separate contract with the City of Fresno). Close coordination with these key players, as well as with City, County and regional agencies, is an essential component of a successful specific planning effort for the SEGA.

The integration of master planning, specific planning, and EIR components within this process represents an innovative approach to developing a forward-looking and implementable plan for the Southeast Growth Area. As the specific plan and EIR incorporate common elements and benefit from shared analysis, they are best developed cooperatively. While this is not the traditional approach to specific plans, it can yield significant benefits, including the opportunity to address issues likely to be raised in the EIR prior to the selection of a preferred master plan alternative. It also economizes key tasks, including data compilation and analysis, as well as the development of key elements and regulations included in the specific plan.

Calthorpe Associates' work on the SEGA project began in June 2007, and is expected to continue through the adoption of the plan in March 2009. In addition to public workshops throughout the process, major project milestones include master plan alternatives in Fall 2007, a preferred master plan in Spring/Summer 2008, and a specific plan document for public review in early Summer 2008. Preparation of the Draft EIR by the EIR consultant will parallel the production of the specific plan document and will be released for public review in Summer 2008. The Final EIR and all requisite CEQA documents will be completed and ready for adoption hearings with the specific plan in early Spring 2009.

Track I: Community Input and Master Planning/Design

This track of the SEGA planning process, underway since June 2007, includes the development of planning and design alternatives for the SEGA, and the selection of a preferred master plan. The development of a master plan and its requisite components serves as the foundation for the specific plan document and its various elements. This track includes detailed site analysis and mapping, ongoing meetings with civic and stakeholder groups, presentations to the project advisory committee, technical meetings and coordination with key public agencies. Public workshops are also an integral part of this track, serving as integral input into the development of alternative master plan schemes and a preferred master plan. Master plan development and analysis is closely coordinated with EIR and transportation analysis throughout this track.

Task 1 - Information Gathering and Synthesis: This task includes gathering, reviewing, and synthesizing existing available information, including City planning documents, existing and

anticipated regional and local market conditions, previous site proposals, and area specific environmental constraints. This involves getting up to speed with the project and the compilation of existing data, and developing an understanding of the players involved in the planning process, including the Advisory Committee appointed by the City.

This task includes visits to the SEGA and environs, and meetings with local agencies and interested parties in Fresno, but not specific data collection or field analysis. It also includes meetings and presentations to the project advisory committee and ongoing coordination with public infrastructure and City agencies as required. Information, mapping, and data gathered in this task will be made available to the EIR team to reduce the need for that team to gather and compile source data and thus reduce overlap in the tasks of each team involved in the larger SEGA planning process.

Task 2 - Regional Context Mapping and Analysis: The site will be studied and mapped within the larger context of the Fresno metropolitan region, and will be evaluated for its role within the context of regional plans and key regional projects – including planned or potential transportation improvements, open space systems, and the work of the Metro Loop Corridor Preservation Feasibility Committee and others in the region and Central Valley. Regional-level analysis will aid in site-specific design considerations and serve to improve the understanding of the role of the SEGA within the context of City and region-wide objectives and challenges. All data and mapping compiled or produced in this task will be made available to EIR and transportation consultants.

Task 3 - Regional Market Study. A medium and long-term assessment will be performed of the regional commercial and housing markets, as well as SEGA's competitive position vis-à-vis other potential locations for development. This assessment will include a range of possible outcomes depending upon variables such as the national economy and Fresno's competitiveness relative to other regions. The market study also includes a range of local and national cases studies that will be instrumental in the development of plan place types (see Task 10), as well as the creation of innovative and implementable product programs for the master plan alternatives.

Task 4 - Programming and Sketch plans. The site will be studied and conceptual alternatives suggested for its overall program, structure, and circulation, including connections to the surrounding region. This effort will be for internal/team use to guide the alternative master plans and clarify site issues and opportunities. It will also be used to explore issues such as development phasing, product type, and site constraints early in the specific plan process.

Task 5 - Community Workshop #1 - Concepts and Issues: Building on the listening sessions held in 2006-07, as well as early site analysis, this first workshop will focus on the innovative SEGA planning process and the unique role of the planning area in addressing regional challenges. A presentation by firm founder Peter Calthorpe will place the site and the planning process within the context of the City, County, and region, and include a discussion of key opportunities, challenges, and planning/design concepts for the development of the site. The workshop will include an opportunity for members of the public to query the planning team about the planning process and other issues covered in the presentations and discussion.

Task 6 - Master Plan Alternatives: Working in close coordination with the EIR team, Calthorpe Associates will develop master plan alternatives to express different concepts for accommodating projected growth in the plan area. These concepts will explore various circulation and land use configurations, housing types and densities, and mixed-use and commercial configurations, types, and intensities. Each alternative will include a circulation system consisting of street types and capacities for different modes of transportation. These plans will identify key open spaces and major trail networks, centers, neighborhoods and commercial sites. Tabulations of the

program and use types will accompany each alternative. They will also address different methods for leveraging existing and planned water and civic infrastructure, as well as planned school facilities and other site conditions and constraints.

In addition, Calthorpe Associates will work with the EIR team to develop CEQA-required baseline and status-quo alternatives for the SEGA. This task also includes detailed land use, transportation, and EIR-level analysis of the master plan alternatives for inclusion in public discussion of plan alternatives as they compare to status quo and baseline alternatives for the SEGA.

Task 7 - Master Plan Alternatives Financial Performance Analysis. To assess the relative financial performance of each of the master plan alternatives, the infrastructure costs and other costs and benefits associated with each scenario will be quantified for use by team members and, if appropriate, the general public in Community Workshop #2. This information is an essential part of determining the ability of the development pattern and circulation system proposed in each alternative to support necessary public improvements and infrastructure.

Task 8 - Community Workshop #2 - Master Plan Alternatives: At this community workshop, the team will present the Master Plan Alternatives and fiscal, transportation, and EIR analysis to date. Attendees will engage in a discussion of the alternatives and their consequences and will provide input on the alternatives. This workshop will, to the extent possible, integrate with the EIR/CEQA process, particularly much of the alternatives analysis performed in concert with the Calthorpe Associates specific plan team.

(City Staff and SEGA Advisory Committee Formal Review and Recommendation on Master Plan Alternatives to be Further Evaluated)

(City Staff and SEGA Advisory Committee Formal Review and Recommendation on Preferred Alternative to be Selected - Informational Workshops with City Planning Commission and City Council to update on specific plan formulation progress with Preferred Alternative)

Task 9 - Preferred Alternative Selection and Development. A preferred alternative will be selected and modified as a result of the workshop and City and Advisory Committee input. **(The City Council will be asked to formally accept the Preferred Alternative.)** The Master Plan for the preferred alternative will be produced, and specific configurations and illustrative site development configurations will be shown. Area tabulations and unit counts will be calculated for this preferred plan. The plan will be developed in concert with the EIR team, leveraging iterative environmental, transportation, and land use analysis to ensure the best plan outcomes.

(CEQA Required Notice of Preparation (NOP) Issued - Formally Starts EIR Process)

Task 10 - Place Type/Land Use Studies. The team will develop a set of standards that provide flexibility in design and mix of uses while ensuring that land uses within the Master Plan, and centers in particular, develop into walkable, mixed-use places per the intent and design of the Master Plan. The standards will identify block types that make up the centers or place type in the Master Plan, and provide a range for the proportion of each block type in each center or place type. Varying the density of the blocks and the proportion of the basic block types enables virtually any type of urban environment to be created. Place type/land use studies will inform the specific block standards and street sections that will be included in the Specific Plan document. In addition, these block types, and accompanying district studies and street standards, will allow the project team and the City to initiate

discussions about design and development codes with appropriate agencies early in the planning process.

Task 11 - Typical Lot Plans and Building Type Studies. To provide the building blocks for place type/land use studies, schematic lot plans for various housing densities, types, and commercial uses will be diagrammed. These lot plans will show the product type for a given lot size along with the typical massing and parking configurations. Unique or exemplary mixed-use buildings will be diagrammed with sections and lot plans. These building type studies will inform the content of the Specific Plan document developed in Track II of the project.

Task 12 - Street Sections: The scale of streets, transportation capacity, parking configurations, sidewalk treatments, and the orientation of buildings will be critical elements of the Master Plan. A set of typical street sections and intersection plans illustrating components of the preferred site development plan will be created. Master Plan street sections will be integrated into Specific Plan document developed in Track II of the project.

Task 13 - Community Workshop #3 - Preferred Alternative Presentation: The team will present the Preferred Alternative along with details developed in task 8 through 10. Comments will be taken from participants in the workshop. The final Preferred Master Plan will form the foundation of the Specific Plan to be produced in the next phase of the project. Like in the previous workshop, the presentation of the preferred plan will integrate the EIR team to ensure a seamless transition between master planning and EIR activities and present a clear unified process to the public and decision makers.

Task 14 - Master Plan Graphics and Renderings: Perspective renderings will be produced to convey key aspects of the project. These can be used in presentations and reports to facilitate an understanding of significant master plan and specific plan components or concepts.

Track II: Specific Plan Document Development and Production

Building on the preferred Master Plan developed in Track I, the team will develop and prepare the SEGA specific plan. The plan will illustrate and describe site conditions and elements of the Master Plan, and include urban design guidelines, street sections, transportation infrastructure plans, capital improvement plans, market analysis, and other standards as required. Calthorpe Associates will work closely with transportation, civil, and market consultants in the preparation of the Specific Plan and will also work with the EIR team to integrate appropriate content and analysis into the specific plan document. The specific plan will integrate a number of innovative approaches to conveying development, design, and infrastructure standards. The team will work closely with the City and requisite agencies to create content and a template that can serve as a model for future planning and design efforts in the City and region.

Task 15 - Area Conditions and Plan Principles: Per California state requirements for specific Plans, this task involves the development of content related to existing conditions, area context, constraints, and other background information required to set the stage for a discussion of the master plan concept and associated guidelines. The section will also include a discussion of the workshop process and the plan's overall principles, goals, and objectives.

Task 16 - Master Plan and Land Uses: The preferred Master Plan for the site will be illustrated and described, including land uses, key urban design elements, transportation systems, open space systems, and other elements as appropriate.

Task 17 - Urban Design Guidelines, Block Standards, and Street Sections: Illustrated urban design guidelines will clearly describe and delineate standards for different land use and elements of the plan. The standards will focus on flexibility in design and mix of uses while ensuring that land uses within the Master Plan, and centers in particular, develop per the intent and design of the Master Plan. In addition to the specific elements of different building types in the Master Plan, the standards will identify *block types* that make up any center or land use type. Varying the density of the blocks and the proportion of the basic block types enables virtually any type of urban environment to be created.

Urban Design and block standards will be coupled with street sections for all major and minor street types in the plan, including a discussion and illustration of how streets and land uses interact to create a successful urban design. A hierarchy of street types will describe the circulation network that makes up the Master Plan, and a coordinated set of standards will be developed to express the intent and design of major street types (i.e. boulevard, avenue, connector, and local streets). The treatment and capacity of transit and multi-modal streets will be emphasized in the street standards and guidelines.

Task 18 - Transportation Systems and Impacts: This section of the specific plan will be developed in close coordination with the EIR team. Fehr & Peers, the designated transportation consultant for the EIR and specific plan work, will utilize the most recent version of the Fresno COG transportation model to aid in planning the roadway and transit infrastructure for the study area. A sub-area model validation will be conducted to ensure that the regional model is accurately predicting trips within the study area.

Once the model is performing well in the study area, detail will be added to the model to ensure that trips generated by the land use plan are accurately assigned to the transportation system, including auto, transit, and other non-auto trips. This detail will consist of adding traffic analysis zones, performing model enhancement to ensure that the model reflects varying land use patterns and types, and adding the proposed circulation system.

This modeling process will be used to test land use and transportation infrastructure options. Daily traffic volumes will be projected for general roadway sizing, and peak-hour volumes will be projected for sizing at up to twenty major intersections within the specific plan.

Pedestrian and bicycle connectivity will be assessed, including compatibility with proposed land uses, transportation infrastructure, and connectivity to regional facilities. Transit options will be investigated and accommodated within the specific plan.

The information described above will be incorporated into the circulation section of the specific plan. The transportation system and impacts to that system will be identified by comparing the results of our forecasting efforts to the plans, policies, and goals of the specific plan.

Task 19 - Civil Engineering and Capital Improvements Programming: Calthorpe Associates will work closely with the civil engineering firm contracted by the City of Fresno on capital improvements programming and other issues, with a focus on closely linking land use and urban form objectives with outlays and phasing of infrastructure improvements.

Task 20 - Market and Feasibility Assessment. Informed by the Market Study described in Task 3, EPS will assess the long-term development feasibility of the site program proposed in the master plan. Given the visionary nature of this project, this will include an analysis of the feasibility of various "pioneering" real estate product types that might be incorporated into the Plan. Based on the findings from this task, EPS will develop recommendations for the range of land uses and

buildings that are likely to be supported over the long-term in the SEGA specific plan area under different economic scenarios. These recommendations will inform the types and intensities of land uses and buildings proposed in the final Specific Plan.

Task 21 - Financing Plan. Urban development in accordance with the Specific Plan will require a variety of private and public improvements and mitigations. The overall approach to formulating a financing plan to fund these costs in a manner consistent with public and private objectives will include the following:

- Identify necessary capital costs by type and relationship to the various beneficiaries, both inside and outside the Specific Plan area;
- Identify and incorporate existing and available funding sources, including impact fees, redevelopment funding, and other committed capital improvement funding;
- Identify additional, project-specific financing mechanisms that will assure improvements can be constructed on a timely basis and costs allocated in an equitable and financially feasible manner;
- Draft a Financing Plan that establishes the financing policies, objectives, programs, and action steps, consistent with the specific plan statutory requirements and overall City policy direction.

Task 22 - Draft Specific Plan Document: All components of the specific plan will be compiled into a full draft for review by City staff, Advisory Committee members, and others as appropriate. This task includes meetings for review of the document and tracking of review loops and changes.

Task 23 - Final Specific Plan Document: A final specific plan document will be compiled and produced based on client and community feedback. This final document will be produced prior to the final EIR, and then will be amended to include the full EIR once it is completed.

(SEGA Advisory Committee Formal Review and Recommendation on Final Specific Plan Document – SEGA Advisory Committee Work Complete)

(City Council formally initiates Final Specific Plan)

Task 24 - Document Design and Production: This task covers graphic design and document production for the final SEGA Specific Plan document. The final format will be professional and highly graphic, clearly conveying plan concepts with maps, illustrations, and text content.

Track III: Environmental Impact Report

Task 25 - Production of EIR: The Draft and Final EIR and all requisite documentation will be completed by a firm under separate contract with the City of Fresno, including a mitigation monitoring and reporting program, responses to comments on the Draft EIR, the certification resolution and the required CEQA findings. Much of the Draft EIR analysis will have occurred in coordination with the consultant team during the preparation of the specific plan and alternatives. Calthorpe Associates will assist in the selection of the EIR team, and will closely integrate with the selected consultant throughout the planning process.

Track IV: Plan Adoption

Task 26 - Public Hearings: Calthorpe Associates will work with the City and EIR team as permitted (based on time and contract resources available) in preparation of materials required for public hearings related to the SEGA specific plan.

(SEGA Advisory Committee Recommendations and City Staff Recommendations presented at Airport Land Use Commission and City Planning Commission)

Task 27 - City Council Adoption: It is expected that the SEGA specific plan and EIR will go before the Fresno City Council in early spring 2009. Calthorpe Associates will assist the City as appropriate, including a potential appearance before the Council as part of the adoption process.

Track V: Project Management

Task 28 - Overall Project Management: Calthorpe Associates will perform overall project management tasks, serving as the primary contact for the City and coordinating the consultant team and the development of the Master Plan and specific plan document. Civil engineering and environmental consultants will be selected and managed by the City of Fresno, with planning coordination assistance provided by Calthorpe Associates. Transportation planning and modeling, while under the EIR contract, will be closely coordinated by Calthorpe Associates to ensure appropriate analysis and system design is included within the specific plan process. Note that the organization and logistical requirements of the community workshops will be managed by the City of Fresno.

SEPTEMBER

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OCTOBER

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FEBRUARY

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Southeast Growth Area Advisory Committee 2007 Meeting Calendar

September 27:

Peter Calthorpe
Community meeting

October 11:

Sewer, Water, Flood Control
Workshop

October 25:

Schools: Clovis and Sanger Proposals
Workshop

November 8:

What is an EIR Workshop

November 29:

Clovis-Loma Vista Presentation

December 13:

City of Sanger and Fresno County
Planning

January 3:

Workshop Topic To Be Determined

January 17:

Workshop topic to be determined

February 7:

Workshop topic to be determined

February (date to be determined):

Community Meeting to present
Alternatives

Southeast Growth Area – Frequently Asked Questions

These are preliminary questions and examples of answers developed for discussion only at this time.*

What is a master plan?

What is the process and how long will it take?

Answer: The process will take about 24 months (from 4/07) with a goal that a Draft Master Plan is ready for Council Adoption by early 2009.

Who is and why Calthorpe?

Answer: Calthorpe Associates is a firm with unique and relevant credentials, expertise, and accomplishments, all of which are strongly desired for the planning of SEGA., and thus represents a unique opportunity for the City of Fresno. Calthorpe Associates is internationally recognized for its innovative leadership in urban design, community planning, and regional growth strategies.

How and when will properties be annexed into the city?

How will being annexed into the City affect my property land use and taxes?

Is there enough water to sustain the new growth area?

Is there enough sewer capacity to sustain the new growth area?

What is the status of Freeway 180?

Answer: Freeway 180 is scheduled to be built out to Temperance Avenue by 2011 or sooner with full interchanges at Fowler and Temperance. Pending funding, an expressway will be constructed from Temperance to beyond Academy and is slated to begin construction in late summer 2009 and to be completed by 2011.

Will I be able to keep my current lifestyle?

What if I don't agree with what is proposed, what are my options to voice my concerns?

How do I participate in the process?

What is the SEGA Advisory Committee and their role?

Proposed Timeline - SEGA Specific Plan

